

**John Tough**  
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**EDUCATION**

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**THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS**  
*Master of Business Administration*

Chicago, IL  
Aug 2010 - June 2012

**DUKE UNIVERSITY**  
*Bachelor of Science in Biology, Chemistry, Markets & Management*

Durham, NC  
2003 - 2007

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**EXPERIENCE**

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**CHOOSE ENERGY** *Energy choice online platform*  
*VP of Business Development & Operations*

San Francisco, CA  
Jan 2014 - Present

- Optimize and executing a multi-product growth strategy for commercial and residential business units, across all 50 states, including managing the Product Marketing Manager team and generating market insights.
- Direct business development relationships for corporates, channel partners and new marketplace partner services.

*Director of Business Development*

June 2012 - Jan 2014

- Manage corporate development, responsible for acquisition strategy and deal execution, including 2013 acquisition of Power2Switch and diligence of other ongoing opportunities.
- Play a lead role in defining and accelerating the highest priority product, market, engineering, and broader corporate initiatives at Choose Energy.

**KLEINER PERKINS CAUFIELD & BYERS** *Venture capital & private equity firm*  
*Associate*

Menlo Park, CA  
April 2011 - June 2012

- Used business management expertise, new venture expertise, and financial analysis expertise to identify investments in companies across multiple industries.

**FOUNDATION CAPITAL** *Venture capital & private equity firm*  
*Associate, Young Entrepreneur Program*

Menlo Park, CA  
Sept 2011 - May 2012

- Reported to Foundation Capital leaders about the start-up activities in Chicago: flagging interesting trends, pitching specific ventures, providing some base-line evaluation of any suggested opportunity, and collaborating with fellow program participants across the US.

**HYDE PARK ANGELS** *Venture capital & private equity firm*  
*Associate*

Chicago, IL  
Dec 2010 - June 2011

- Focused within the Business and Financial Services group and was the liaison for Hyde Park Angel's Ambassador Circle in this sector. Relevant work included exploring product capabilities, user interface and demand, technical feasibility, platform potential, exit opportunities, customer reviews, revenue models and regulatory issues.

**XMS CAPITAL PARTNERS** *Investment bank*  
*Financial Analyst*

Chicago, IL  
July 2009 - Aug 2010

- Served as lead analyst dedicated to M&A and capital raising services for growing and established industry leaders across the technology, energy, consumer goods and life sciences sectors.
- Collaborated directly with XMS Capital leadership in all aspects of existing client services.

**UBS INVESTMENT BANK** *Investment banking arm of UBS Bank*  
*Financial Analyst*

Chicago, IL  
2007 - 2009

- Analyst on a broad range of transactions including mergers and acquisitions, debt capital raising and corporate finance advisory work focused on diversified industrial, alternative energy & consumer goods companies.